



OFFICE OF THE ASSISTANT SECRETARY OF DEFENSE  
WASHINGTON, D.C. 20301-2500

JAN 30 2002

SPECIAL OPERATIONS/  
LOW-INTENSITY CONFLICT

MEMORANDUM FOR SECRETARIES OF THE MILITARY DEPARTMENTS  
DIRECTORS OF THE DEFENSE AGENCIES  
CHIEF, NATIONAL GUARD BUREAU

SUBJECT: Nominations for the Secretary of Defense Community Drug Awareness Award

I am currently seeking your nominations for the Secretary of Defense Community Drug Awareness Award for fiscal year 2001. Since 1990, the Department of Defense (DoD) has officially recognized anti-drug efforts within the DoD community by presenting an award to the unit or installation within each Service, the National Guard, and Defense Agencies that has conducted exceptional anti-drug activities throughout the previous fiscal year. This award was established as an incentive to encourage Service members to become involved in keeping communities drug-free and as a way in which to illustrate the Department's support of outreach and prevention programs within its communities.

The year 2002 will commemorate the twelfth year of the presentation of the Secretary of Defense Community Drug Awareness Awards. This year, the awards ceremony will take place on Monday, October 21, 2002 in the Pentagon, and will serve as the official commencement of the Department of Defense's Red Ribbon Week that will continue through Wednesday, October 23, 2002.

All nominations should be compiled at your Service's headquarters level and submitted as one package to the Office the Deputy Assistant Secretary of Defense for Counternarcotics no later than June 1, 2002. Each Service is limited to a total of four submissions, as is the National Guard Bureau. Each Defense Agency is limited to one submission. Submissions received directly from the unit or installation will not be considered without coordination through their higher headquarters. Attached for your reference is an information paper on the purpose of the award and the procedural details for the submission of nominees. Please keep individual submissions to the required three pages, not including supporting documentation.

Thank you for your continued support of these drug demand reduction efforts. If you have any questions in regard to submissions, please contact Colonel Michael Smith, USA, at (703) 696-7181 or Miss Mary Anne Rodenhiser at (703) 696-5911.

André D. Hollis  
Deputy Assistant Secretary of Defense for  
Counternarcotics

Attachment:  
As stated

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## **12<sup>th</sup> ANNUAL SECRETARY OF DEFENSE COMMUNITY DRUG AWARENESS AWARD**

### **A. Purpose.**

The Secretary of Defense Community Drug Awareness Award was designed to promote community drug awareness efforts in each of the military Services, Defense Agencies and the National Guard Bureau. The military Services, Defense Agencies and the National Guard Bureau in the past have exhibited enthusiasm and energy in designing and implementing Demand Reduction Programs for the benefit of our military members and their families. The 12<sup>th</sup> Annual Community Drug Awareness Awards will be presented on Monday, October 21, 2002 as part of the Department of Defense's Red Ribbon Week which will take place in the Pentagon on October 21-23, 2002.

There are three types of Drug Demand Reduction Programs within the Department of Defense that will be considered for this award:

- Programs, conducted wholly or partially with DoD assets, aimed at our military personnel and their dependents, and civilian employees of the Department of Defense;
- Programs, supported by strictly voluntary efforts of DoD personnel targeted to appropriate population, with or without contributions by other non-DoD sources;
- Programs conducted by the National Guard of the various states under the terms of the Governors' State Plans (Section 112 programs).

### **B. Award Criteria.**

The awards criteria are general in definition. This is intended to stimulate development of imaginative Demand Reduction Programs. Criteria will include the following:

- Strict adherence to the target populations within the three categories of Department of Defense Drug Demand Reduction Programs described above;
- Maximizing the effective application of Defense Department assets;
- Program impact determined by some observable and measurable events such as number of personnel impacted by the programs.

### **C. Nomination Procedures.**

Nominations for the Secretary of Defense Community Drug Awareness Award shall recognize programs that have occurred during Fiscal Year 2001. The nominations shall be

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submitted by the Base Commander, or equivalent rank, to the Secretary of the respective military Service, and, in the case of the National Guard nominations, the Chief, National Guard Bureau. The Defense Agencies should forward their nominations to their respective Agency Director. The Service Secretaries, Chief of the National Guard Bureau, and Agency Directors will then compile their nominations and submit them to the Office of the Deputy Assistant Secretary of Defense for Counternarcotics (ODASD(CN)). Each Service and the National Guard Bureau are limited to **FOUR** submissions, while each Defense Agency may submit only **ONE** nomination. One program will be selected to receive the award from each of the military Services and the National Guard Bureau, and one award recipient will be selected from among all of the Defense Agency submissions.

The awards are in recognition of base, activity, or unit programs and are not awarded to specific individual(s). **ONE** original and **FOUR** copies of the nominations are to be mailed to the Office of the Assistant Secretary of Defense for Counternarcotics (Attention: Colonel Michael Smith, USA), 1510 Defense Pentagon, Washington, DC 20301-1510, or hand-delivered to 1401 Wilson Boulevard, 8<sup>th</sup> Floor, Arlington, VA, no later than June 1, 2002. Questions may be directed to Colonel Smith at (703) 696-7181 or DSN 426-7181 or Mary Anne Rodenhiser at (703) 696-5911 or DSN 426-5911.

**Nomination criteria:**

A narrative describing the activities and achievements of each nominee shall not exceed **THREE** typed pages and shall document the following:

- a. Name of the program and the military Service;
- b. Location of the program (name of base or installation, ship or facility, and where located);
- c. The time period covered, such as date of inception and duration of program, if applicable;
- d. Brief description of the program, its activities, goals and achievements, citing examples;
- e. Program summary paragraph;
- f. Recommendation and verification by proper authorities;
- g. Statistical data, if appropriate.

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**D. Selection of Awards Winners.**

An Awards Committee shall be established by the ODASD(CN) to review and evaluate the nominations. The Committee shall be composed of members from the offices of the Assistant Secretary of Defense for Force Management Policy, the Assistant Secretary of Defense for

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Reserve Affairs, the Assistant Secretary of Defense for Public Affairs, and the Director, Washington Headquarters Services. The members of the Awards Committee will forward their recommendations to ODASD(CN). The Committee is independent of ODASD(CN) and does not receive any outside influence.

**E. Awards and Presentations.**

1. Programs selected for award shall receive a plaque signed by the Secretary of Defense citing the name and achievement of the winning programs.
2. The awards shall be presented to the winners at the Pentagon on Monday, October 21, 2002 as part of the Department's Red Ribbon Week Observances. ODASD(CN) will fund one person from each of the winning programs to travel to the Pentagon to accept the award.
3. Representatives of the winning program/activity may be asked to participate in media or television events that occur in conjunction with the awards ceremony.
4. In addition, each winner will be offered the opportunity to have the Deputy Assistant Secretary of Defense for Counternarcotics travel to the winner's installation and participate in any local recognition of the award.